

## **Historic, Archive Document**

**Do not assume content reflects current scientific knowledge, policies, or practices.**



# Style and Design in Landscape Art



*One of the many Rock Gardens and Pools along Chicago's North Shore designed, planted and executed by Franken Bros., Inc.*

with the 1931 offerings in  
plant materials

**FRANKEN BROS. Inc.**

Deerfield 241

Deerfield, Illinois

# For More Than 25 Years The Leading Landscape Gardners of the North Shore

FRANKEN BROTHERS have for more than twenty-five years served successfully Chicago's finest residential and estate district, the North Shore, as nursery, plant and bulb specialists. During this time many of the finest estates have been our steady customers. They stand today as living and beautiful examples of the expert knowledge of plant materials, of soil analysis, and of the artistic ability in visualizing the work necessary to turn an unattractive area into a "garden," in every true sense of that word.



M. A. POTTERER During this more than a quarter of a century, Franken Brothers have become familiar with all the needs of the North Shore and of Chicagoland. All types of soil occurring here are a matter of common knowledge. What plants will grow best in this climate and what will not grow are known not only from a theoretical but from a practical standpoint.

The effects that can be obtained to fit in with the greatest possible beauty to surrounding landscapes are again a matter of daily working knowledge.

In addition to this, Franken Brothers have in their own gardens more than thirty acres of plants, trees, shrubs, and perennials. All of these, offered as they are in this catalog, have been grown in the Chicago area and, consequently, are acclimated. Those who buy and plant them need have no fear of their continuous life and growth. For years Franken Brothers have been known as the leading bulb merchants of the Middle West, and all other plant materials of the same excellence.

You will find the same painstaking attention and expert service from Franken Brothers whether your requirement is a single shrub, a dozen bulbs, or a complete landscaping and planting job running into thousands of dollars. There is no job or order too small or too large not to receive the utmost care and attention.

More than 2,000 satisfied customers who year after year, are patrons of Franken Brothers, constitute the finest recommendation this house could have. These customers have found unvarying quality, fair prices, and a close, personal attention to all of their problems. They have found every piece of plant material exactly as represented and guaranteed.

It is such a service that we again offer to you for 1931.

M. A. POTTERER, President.



*Illustrating the beautiful effect that can be obtained from a perennial border against a shrub background.*

## Border Plantings

WHEN the border is taken into consideration, the one basic factor that should control the selection and placement of materials for it is that the lawn is the base of all landscape. In every instance, the Evergreen, shrub, annual, perennial, bulb or plant used should pin to the lawn in such a way that it will have an appearance of connection with it, or really appear to be a part of the lawn. An Evergreen with its bottom branches removed has no place in the border of a lawn. Where shrubs are used as border plants, a variety should be used that develops its foliage clear down to the surface of the soil, so that the connection between the border and the lawn is blended. In many cases this effect is produced by using a narrow ribbon, such as a hedge, in order that a wide expanse of lawn shall be exhibited.

Ofttimes, the edge of a house is within twelve or fifteen feet of the lot line. In such cases, where a con-

nection between the front and back lawn are desired, and the lot line also designated, the hedge is the most logical thing to use.

In the perennial border section of the planting such plants as Peonies, Phlox, Iris, Roses, Bulbs, Gladiolus, Dahlias, Lilies, Delphinium, should all be included. Careful arrangement should be made however, so that each season of bloom be well distributed over the entire area given over to the perennial border. Clumps of Phlox here and there throughout the border give a well balanced effect during August. The bulbs such as Tulips, Narcissus, etc., give an early flower. Peonies, Iris, Delphinium, give a mid-season flower; while Dahlias, Gladiolus, Japan Lilies, and some other late flowering perennials give the late fall flowers. An Evergreen here and there lends a touch for the winter and early spring effect.

## Hardy Perennials

	Less than 5 add 10c extra	Height	Per 5	Per 25
Achillea (The Pearl). White; for cutting .....		24"	\$.75	\$ 3.00
Achillea Mill. Roseum. ....		12"	.75	3.00
Achillea Mont. Blanc .....			1.25	5.00
Agrostemma Coronaria. Rich crimson in abundance; long stems. ....		36"	1.50	6.25
Agrostemma Coronaria. Rich crimson in abundance; long stems. ....		24"	.75	3.00
Anchusa Italica (Dropmore). Gentian-blue. June-Sept. ....		48"	.75	3.00
Anthemis Tinctoria (Marguerite). Golden yellow. ....		18"	.75	3.00
Aquilegia Canadensis. Red, yellow. For naturalizing. ....		24"	1.00	3.75
Aquilegia—Mrs. Scott Elliott. Long spurred. ....		18"	1.25	5.00
Coerulea. Rocky Mountain Columbine. Blue. ....		18"	1.25	5.00
Chrysantha. Yellow. May to June. ....		36"	1.00	3.75
Long Spurred Hybrids. Assorted. ....		36"	1.00	3.75
Mrs. Scott Elliott strain of hybrids. ....		24"	1.25	5.00
Arabis Alpine. Bedding rockeries, white. ....		6"	1.00	3.75
Armeria Formosa. Light pink. ....		48"	.75	3.00
Artemesia Lactifolia. Elegant spike sprays; white. ....		48"	.75	3.00
Aster Alpine. Nymph. ....			1.00	3.75
Aster, Hardy, Novae Angliae. Lavender-blue. ....		48"	1.25	5.00
Climax. Lavender-blue flowers. $\frac{1}{2}$ -in. diam. August....		48"	1.25	5.00
Atro Coccineus. ....			.75	3.00
Aubretia Hybrids (Rock Cress). Various shades. ....		3-4"	1.25	5.00
Bocconia (Plume Poppy). Creamy-white; for massing ....		72"	1.00	3.75
Baptisia Australis. Dark blue; for wild border. ....		36"	1.00	3.75
Boltonia Asteroides. White; for background. Aug.-Sept. ..		72"	1.00	3.75
Pink. For background. Aug.-Sept. ....		72"	1.00	3.75
Campanula (Canterbury Bells). Perennial var.; mixed. ....		6-8"	1.00	3.75
Campanula Carpatica Blue. Excellent for rock gardens. ....		12"	1.00	3.75
Campanula Persicifolia Blue. Peach leaf bell flower. ....		24"	1.25	5.00
Canterbury Bells Blue Double. Biennial ....		24"	.75	3.00
Canterbury Bells Blue Single. Biennial ....		24"	.75	3.00
Carnation Grenadin. Red, white, pink, brown. June-Sept....		12"	.75	3.00
Carnation Grenadin Scarlet. Hardy Carnation. ....		14"	.75	3.00
Carnation Margaret Double Rose. Hardy pinks. ....		12"	.75	3.00
Campanula. Biennial; blue, lilac, pink and mixed. ....		36"	1.00	3.75
Chinese Plants Physalis Franchetti. Lantern plant. ....		16"	.75	3.00
Chrysanthemums. Yellow. ....		Ea. .35	1.50	6.25
Chrysanthemums. White. ....		Ea. .35	1.50	6.25
Chrysanthemum Leucathemum fl. pl. Ex. new cutting ....		14"	.75	3.00
King Edward. White, daisy-like flowers. ....		36"	.75	3.00
Chrysanthemum the Speaker. Shasta Daisy. ....		18"	1.00	3.75
Centaurea, Montana (Corn Flower). Blue. July-Sept. ....		24"	1.00	3.75
Coreopsis. Double-flowering, yellow. All summer. ....		24"	.75	3.00
Delphinium. Wrexham Strain. ....			1.00	3.75
Delphinium. Customer's Selection when in bloom. ....		Ea. .75	3.75	15.00
Delphinium Belladonna. Fanny Stormouth ....			.75	3.00
Delphinium, Formosum. Strong grower, dark blue. ....		36"	1.00	3.75
Delphinium, Summer Cloud. White. ....		36"	1.25	5.00
Delphinium Belladonna. Sky-blue. June-Oct. For cutting.....		36"	1.00	3.75
Bellamosa. Deep blue. June-Oct. For cutting. ....		36"	1.00	3.75
Chinese Blue. Blue. June-Oct. Border. ....		24"	1.00	3.75
Chinese Alba. White. June-Oct. Border. ....		24"	1.00	3.75
Blackmore and Langdon Hybrids. ....		36"	1.25	5.00
Delphinium. Assorted mixed. ....		36"	.75	3.00

Call us for consultation — There is no charge

## STYLE AND DESIGN OF LANDSCAPE ART

	Height	Per 5	Per 25
Less than 5 add 10c extra	48"	3.75	
<i>Franken's Delight.</i> Deep purple. ....	48"	3.75	
<i>Delphinium</i> , Customer's selection. ....	Ea. 75		
<i>Dianthus Roseus</i> . Fl. Pl. ....	1.00	3.75	
<i>Dianthus Salmoneus</i> ....	1.00	3.75	
<i>Dianthus Barbatus</i> (Sweet Williams). Mixed colors. Border	.75	3.00	
<i>Newport Pink.</i> Salmon-pink. Border. ....	.75	3.00	
<i>Dianthus Caessius</i> . (Cheddar Pink). Pink. ....	8-10"	.75	3.00
<i>Dianthus Hedewigii</i> . Double mixed, red. ....	12"	.75	3.00
<i>Dianthus Plumaris</i> . Double mixed, hardy pink. ....	12"	.75	3.00
<i>Dicentra</i> (Bleeding Heart). An old-time favorite. May-June	24"	3.50	
<i>Digitalis Gloxiniaflora Rosea</i> ....	1.00	3.75	
<i>Digitalis Shirley</i> . White to deep rose. June-July. ....	48"	1.25	5.00
<i>Funkia Coerulea</i> (Plantain Lily). Blue. Border. ....	24"	1.75	7.50
<i>Undulata Variegata</i> . Lavender. July-Aug. ....	24"	2.50	
<i>Gaillardia</i> . Brownish-red. All summer. Border, cutting. ....	24"	.75	3.00
<i>Geum Mrs. Bradshaw</i> . Double red flowers. ....	18"	1.25	5.00
<i>Gypsophila Paniculata</i> (Baby's Breath). White; cutting. ....	24"	.75	3.00
<i>Gypsophila Repans</i> (Baby's Breath). Double white fl. ....	4"	.75	3.00
<i>Helenium Autumnale Rubrum</i> ....	18"	1.25	5.00
<i>Helenium Hoopesi</i> ....	36"	1.25	5.00
<i>Hibiscus Coccineus</i> ....	1.00	3.75	
<i>Hibiscus</i> . Giant red, white pink; mixed. All summer. ....	60"	1.00	3.75
<i>Hollyhock Single Mixed</i> ....	72"	.75	3.00
<i>Iberis</i> . <i>Sempervirens</i> (Hardy Candytuft). ....	.50	2.00	
<i>Iberis Tenoriana</i> ....	.50	2.00	
<i>Liatris</i> ....	48"	1.25	5.00
<i>Lily of the Valley</i> ....	6"	1.25	5.00
<i>Linum Perene White</i> ....	14"	.75	3.00
<i>Linum Perene</i> (Flax). Blue; all summer; rockery. ....	18"	.75	3.00
<i>Lupinus Perennial Pollyphyllus Blue</i> . ....	16"	.75	3.00
<i>Lupinus Perennial Polyroseus</i> ....	16"	.75	3.00
<i>Lychnis Ackwrighti</i> ....	12"	1.00	3.75
<i>Lychnis Chalcedonia</i> . Orange-scarlet. June-July. ....	18"	1.00	3.75
<i>Lychnis Haagenea</i> . Free blooming red. ....	12"	1.00	3.75
<i>Mertensia</i> . Virginia Blue Bells. Excellent for woods. ....	14"	1.00	3.75
<i>Oenothera Missouriensis</i> . Primrose. ....	.75	3.00	
<i>Oenothera Youngii</i> . Primrose Evening. ....	.75	3.00	
<i>Papaver</i> . Royal Scarlet. ....	.75	3.00	
<i>Phlox Subulata Pink</i> . Lilac and white; creeping. ....	12"	.75	3.00
<i>Physotegia Virginica</i> . Pink and white borders. ....	48"	.75	3.00
<i>Platycodon</i> . Blue and white Balloon Flower. Cutting; border. ....	24"	1.00	3.75
<i>Polomonium</i> . Primma Donna Dwarf. ....	1.00	3.75	
<i>Polemonium Coeruleum</i> . Jacob's Ladder. ....	12"	.75	3.00
<i>Poppy Princess Vic. Louise Per.</i> Bright salmon scarlet. ....	24"	.75	3.00
<i>Poppy Undicaule</i> ....	10"	.75	3.00
<i>Poppy Oriental</i> . Scarlet. July. In shrubbery. ....	24"	.75	3.00
<i>Pyrethrum Roseum</i> . ....	30"	.75	3.00
<i>Raminunculus Repens</i> , fl. pl. Double buttercups. ....	12"	.75	3.00
<i>Rudbeckia Newmanii</i> . Yellow Daisy-like flower. ....	12"	1.00	3.75
<i>Lacinata</i> . (Golden-Glow). Yellow. ....	60"	.75	3.00
<i>Purpurea</i> (Cone-Flower). Purple. ....	36"	.75	3.00
<i>Scabiosa</i> (Mourning Bride). Lavender-blue. ....	24"	1.25	5.00

Planting "here and there" costs as much as a REAL Landscape job

STYLE AND DESIGN OF LANDSCAPE ART

---

	Less than 5 add 10c extra	Height	Per 5	Per 25
Sedum Album Clumps.		3"	1.25	5.00
Sedum Glauca.		3"	1.25	5.00
Sedum Sexangulaire.		4"	1.25	5.00
Sedum Stahli Clumps.		3"	1.25	5.00
Sedum (Stonecrop). Yellow and red; creeping.		4"	1.25	5.00
Sedum Spectabile. Light rose; July-Sept. Rockery, border.....		12"	1.25	5.00
Brilliant. Red. Rockery, borders.		12"	1.75	7.50
Stokesia Cyanea (Speedwell). Lavender-blue. June-Sept. ....		18"	1.00	3.75
Trillium Erectum. Excellent for woods.		8"	1.00	3.75
Tunica. Very fine hair-like foliage.		6"	.75	3.00
Veronica Amethystina.		12"	.75	3.00
Veronica Elegans.		8"	.75	3.00
Veronica Longifolia Subsellis. Deep blue. July-Sept. ....			2.00	8.75
Viola Cornuta Mixed.		5"	.50	2.00
Viola Cor. Perfection.		4"	.75	3.00
Viola Jersey Gem.		4"	1.25	5.00
Violas Cornuta. Admiration.			.75	3.00
Violas Cornuta Lutea			.50	2.00
Wallflower. Golden-yellow; blooms all summer.		18"	1.00	3.75
Yucca Filamentosa. Small size.		72"	3.75	

## *Phlox*

	Less than 5 add 10c extra	Per 5	Per 25
Antonin Mercie. Grayish lilac, pure white center		\$.75	\$ 3.00
B. Comte. Dark velvety crimson.		1.50	6.25
Eclaireau. Bright rosy-carmine.		1.25	5.00
Elizabeth Campbell. Salmon-pink with light center		2.00	8.75
Europa. Pure white, crimson eye.		1.25	5.00
Franken's Glory. Velvety crimson. Each \$1.25.		5.00	
Gifion. Light salmon.		1.50	6.25
Henry Murger. Purest white, with deep rose center.		1.25	5.00
Jeanne D'Arc. Pure white.		.75	3.00
Jules Sandeau. Beautiful salmon pink.		1.50	6.25
L'Evenement. Very soft, tender salmon-pink.		1.25	5.00
Lummineaux. Soft rose with carmine blush center.		1.25	5.00
Milly Von Hoboken. Lovely deep salmon.		1.50	6.25
Miss Lingard. Pure white with pale lilac eye.		1.25	5.00
Mrs. Chas. Door. Solid blue mauve.		1.25	5.00
Mrs. Jenkins. Purest white.		.75	3.00
Prof. Virchow. Bright carmine.		1.50	6.25
Rheinlander. Salmon-pink with claret eye.		1.50	6.25
Riverton Jewel. Mauve-rose with carmine eye.		1.50	6.25
R. P. Struthers. Bright rosy red with crimson eye.		1.00	3.75
Rosenberg. Rich carmine violet with blood-red eye.		1.25	5.00
Rhynstrom. Beautiful clear pink.		1.50	6.25
Thor. Deep salmon-pink, with soft pink eye.		1.50	6.25
Wanadis. Lilac blue with reddish violet edge.		.75	3.75
Widar. Violet blue with pure white center.		1.25	5.00
Phlox, mixed.		.50	2.00

## *German Iris*

	Extra strong plants at double the list price	Per 5	Per 25
Alcazar. S. light bluish-white; F. deep, with bronze throat	24"	\$ 1.50	\$ 6.25
Caprice. Rosy-red, falls deeper. Handsome.	24"	.75	3.00
Celeste. S. and F. delicate asure blue.	32"	.75	3.00

Plan a day at Franken's and learn to know tulips

STYLE AND DESIGN OF LANDSCAPE ART

---

Extra strong plants at double the list price		Per 5	Per 25
<b>Eldorado.</b> S. bronze shaded yellow; F. violet purple.....	22"	1.50	6.25
<b>Gertrude.</b> S. and F. deep lavender blue. Fragrant.....	27"	1.25	5.00
<b>Her Majesty.</b> S. rose pink; F. deeper shade tinged crimson	25"	1.25	5.00
<b>Iris King.</b> S. clear yellow; F. rich maroon bordered yellow	27"	1.75	7.50
<b>James Boyd.</b> S. incurved dome-shaped light blue; F. violet	2.50	11.25	
<b>Lohengrin.</b> S. and F. uniform shade of pink silvery mauve	28"	.75	3.00
<b>Loreley.</b> S. light yellow; ultramarine blue, bordered cream	30"	.75	3.00
<b>Madame Chereau.</b> S. and F. pure white bordered clear blue	30"	1.25	5.00
<b>Magnifica.</b> S. light violet-blue; F. dark reddish violet. Large	44"	3.00	12.50
<b>Mary Garden.</b> S. pale yellow, flushed lavender; F. white.....	28"	2.00	8.75
<b>Massasoit.</b> S. and F. distinct shade metallic Venetian blue....	40"	2.50	11.25
<b>Monsignor.</b> S. rich satiny violet; F. velvety crimson purple	22"	.75	3.00
<b>Niebelungen.</b> S. fawn-yellow; F. violet-purple with fawn edge	27"	1.50	6.25
<b>Parc de Neuilly.</b> S. and F. very dark navy-blue of reddish hue	2.50	11.25	
<b>Pallida Dalmatica.</b> S. and F. immense clear light lavender blue	1.50	6.25	
<b>Perfection.</b> S. light blue; F. dark velvety violet-black.....	30"	1.50	6.25
<b>Prosper Laugier.</b> S. fiery-bronze; F. velvety ruby-purple....	25"	1.50	6.25
<b>Purple King.</b> Full rich purple; distinct and effective.....	30"	1.75	7.50
<b>Queen of May.</b> S. and F. lovely soft rose-lilac, almost pink	27"	.75	3.00
<b>Rheine Nixe.</b> S. pure white; F. deep violet-blue.....	27"	.75	3.00
<b>Rose Unique.</b> S. and F. deep violet-rose. ....	26"	2.00	8.75
<b>Sherwin Wright.</b> S. and F. rich golden-yellow; no markings. ....	26"	.75	3.00

### Iris Siberica

<b>Siberica.</b> Rich violet-blue. ....	36"	.75	3.00
<b>Orientalis.</b> Rich deep blue. ....	36"	.75	3.00
<b>Snow Queen.</b> Pure white. ....	36"	.75	3.00

## Peonies

These prices are for 3 to 5 eye commercial, also strong three year field grown clumps which have 8-12 eyes .		3 to 5 Eye	8 to 12
		Each	Each
<b>Albert Crousse.</b> Very large, flat, compact bomb. Tall. ....	M	.70	\$ 1.75
<b>August Villumne.</b> Rose type; dark violet rose; globular. ....	L	.80	2.00
<b>Augusto Dessert.</b> Cup-shaped flower; crimson-carmine. ....		10.00	
<b>Chas. Leveque.</b> Full compact, ball-shaped, salmon-rose. ....	L	.50	1.25
<b>Dr. Bretteneau.</b> Pale lilac, occasionally flecked crimson. ....	M	.25	.85
<b>Delicatissima.</b> Pale lilac-rose; fragrant, strong grower. ....	M	.25	.85
<b>Humei.</b> Compact cherry-pink with silver tips. Fragrant. ....	L	.25	.85
<b>La Tulipe.</b> Semi-rose type; strong grower; free-bloomer. ....	M	.70	1.75
<b>L'Indispensable.</b> Very large globe flower; light rose; late. ....	L	.70	1.75
<b>Livingston.</b> Compact rose type, lilac-rose with silver tips....	L	.90	2.25
<b>La Rosiere.</b> Semi-rose; several rows of white petals. ....	M	.70	1.75
<b>Marie Crousse.</b> Globular; uniform pale lilac-rose; strong .....	M	1.00	2.50
<b>Mme. Calot.</b> Very large rose type; Hydrangea pink. ....	E	.25	.85
<b>Mme. Ducel.</b> Light mauve-rose with silvery reflex. ....	M	.70	1.75
<b>Mme. Boulanger.</b> Rose, bordered silvery; free bloomer. ....	L	.70	1.75
<b>Mme. Forel.</b> Very large violet-rose, silver tipped center. ....	L	.70	1.75

Only the finest of plant materials in our stocks

## STYLE AND DESIGN OF LANDSCAPE ART

---

		3 to 5 Eye	8 to 12
		Each	Each
These prices are for 3 to 5 eye commercial, also strong three year field grown clumps which have 8-12 eyes.			
Mme. Geissler. Globular imbricated rose type, silver tipped.....	M	2.00	5.00
Mons. Jules Elie. Very large high crown; pale lilac-rose.....	E	.90	2.25
Rheine Hortense. Flat, compact rose type; Hydrangea pink. M	M	1.00	2.50
Triomphe de Lille. Pale Hydrangea pink; violet shaped. ....	M	.70	1.75
Souvenir de Universelle. Violet-rose; silvery reflexed. ....	M	.70	1.75

### Red Varieties

Agida. Good bright-red Peony for garden effect. ....	L	.50	1.25
Augustin d'Hour. Large medium, compact, silvery reflex. ....	E	.70	1.75
Richard Carvel. Very fine deep red. ....		6.00	
Berloiz. Poppy-red; erect; excellent for landscape purpose....	M	1.00	2.50
Felix Crousse. Globular; brilliant red; fragrant; free bloomer	M	.90	2.25
Mme. D'Aremberg. Brilliant crimson; one of the finest. ....	M	.50	1.25
Meissonier. Medium sized; brilliant purple-red. ....	M	.50	1.25
Officinalis Rubra. Large globular; brilliant crimson. ....	E	1.00	2.50
President Garfield. Very attractive dark red; good bloomer....	M	.70	1.75
Rubra Triumphans. Large, loose, globular, semi-double. ....	M	.50	1.25
Tenuifolia. Brilliant crimson; single flower; large as rose.....	E	2.00	5.00

### White Varieties

Canari. White tinted pale pink; fragrant center; amber. ....	M	.40	1.00
Couronne D'Or. Semi-rose type; ring of yellow stamens. ....	L	.70	1.75
Duke of Wellington. White guards, sulphur center; fragrant	M	.40	1.00
Duchess de Nemours. Pure white crown; white collar. ....	E	.50	1.25
Festiva Maxima. Globular rose type; very tall grower. ....	E	.50	1.25
Mme. de Verneville. Pure white, center blush to white. ....	E	1.00	2.50
Marie Lemoine. Pure white; the best late white known. ....	L	.90	2.25
Monsieur Dupont. Large rose type, milk-white center. ....	M	.40	1.00

### Yellow Varieties

Solfatare. Large, milk-white; guards sulphur. ....	M	.50	1.25
--	---	-----	------

### Japanese Varieties

Appleblossom. Blush yellow in central filamental petals. ....		1.00	4.00
Dainty. Single row of pale pink petals with yellow stamens. ....		2.40	6.00
Delight. Single row of American Beauty rose petals, center creamy		2.00	5.00
Flashlight. Light rose, center petals amber yellow, shaded pink.....		1.00	4.00
Maiden's Blush. Rose-pink petals with golden center. ....		2.40	6.00
Mikado. Dark crimson with filamental petals, crimson edged. ....		1.00	4.00
Nishiki Noshotone. Blush pink, semi-double striped darker pink. ....		1.00	4.00
Some Ganoke. Rosy-crimson petals, center golden lined. ....		2.00	5.00
Tatsu Gashiro. Single row of rosy petals, center rose, tipped gold		2.00	5.00
Takaradama. Single row of pure white petals, center golden. ....		4.00	10.00
Aureole. ....		2.00	5.00
Kumagoe. Deep lilac pink. ....		3.50	8.00
Gigantea. ....		2.00	5.00
Amo-no-sode. ....		5.00	

**Furnish your garden as you would your house — It's your outdoor living room**

## Bulbs

A BULB is stored up energy assembled by a parent plant during a previous season's growth. In most cases a bulb has a sufficient amount of food within itself to develop a complete plant with blooms. Paper-white Narcissus will usually develop a splendid array of foliage and flowers by merely submerging the bulb in a little gravel or moss and keeping it continually supplied with water, heat and light.

If it is desired that a bulb shall continue to bloom from year to year, it is necessary that the plant shall not only furnish a bloom but develop an offspring, usually in the form of another bulb, sufficiently nourished to produce flowers and an offspring the next year. The writer knows of one case where Tulip bulbs have been grown in one place continuously for 45 years, without a single replacement and apparently very little care. In Europe, instances have been related where bulbs have been known to bloom yearly for more than a century. The length of time a bulb will continue to bloom from year to year depends almost entirely on the home in which the bulb lives, the soil.

In making a survey and study of bulb-growing conditions in Holland the writer found that it is a customary practice there to prepare the soil for bulbs to a depth of from 1 to 3 feet. This, at first, seemed utter foolishness, but as the nature of bulb growth and development became better understood by the writer, he realized that such growth was always downward. Some bulbs developed roots more than 24 inches in length. Knowing that best results were obtained in the states when bulbs were planted from 6 to 8 inches below the surface of the soil, the deeply prepared beds ceased to appear foolish and merely explained in many ways

the marvelous results obtained with bulbs in Holland.

Most of the root system of a bulb is developed in the late fall and early spring. The growing season for the foliage part of the bulb usually extends, in this section, from early April to July. It is during this season that the new bulb for the following season is formed. If the plant food available in the soil is only sufficient to supply the present foliage and bloom, there will be no bulb formed and consequently no flower the following year. There must be sufficient plant food for foliage, bloom, and new bulb.

In some cases, the parent bulb produces three or four small bulbs. Usually these need from one to three years in which to develop into bulbs large enough to produce blossoms.

In Holland, where the growing of bulbs is a highly commercialized business, it is from these small bulbs that they gain their increase. These small bulbs are carefully saved, grown on again a second and sometimes a third year, the blossoms being pinched off and finally develop into large mother bulbs which are sent to America.

Narcissus seems to adapt themselves to this climate and soil much easier than do the tulips. About the only requirement for Narcissus bulbs is to plant them rather deep, (6 to 8 inches) when planted in black soil. This will prevent winter-killing. In lighter soils, it is not necessary to plant so deep. Plenty of plant food should be worked into the soil to a depth of at least 8 inches.

Gladioli is a very simple and easy plant to grow. However, there are many specimen plants with magnificent blooms that require very scientific treatment and care in order to get the finest results.

Plan a day at Franken's and learn to know Tulips

## Breeder Tulips

	Height Per 100
Jupiter. Violet, flushed violet-rose at edges.	16.00
Newton. Dark purple, tallest of all.	60.00
Rio De Siam. Light purple, lighter towards edges.	32" 6.80
St. James. Dark rosy-lilac, edged bronze, inside mahogany.	32" 4.80
Turrenne. Dark blue, heavily flushed bronze at margin.	5.60
Violet Queen. Ruby-violet; wonderful flower.	30" 6.80
Velvet King. Dark glossy purple-maroon, yellow base.	25" 6.00
Wm. de Swyger. Dark purple, darker on outer petals; perfect.	25.00

### Red and Orange Varieties

Apricot. Flushed orange.	30"	5.60
Cardinal Manning. Dull wine-red, flushed rosy-bronze.	30"	5.20
Lucifer. Dark orange, inside scarlet, orange-yellow base.	28"	9.20
Prince of Orange. Terra cotta, edged orange, yellow base.	26"	6.80
Panorama. Deep orange, shaded mahogany, globular.		4.80
Vulcain. Reddish apricot, margined buff.		7.20

### Bronze Varieties

Bronze Queen. Soft buff, inside golden bronze.	28"	4.80
Chestnut. Dark brown, with yellow var.		5.40
Copernicus. Bronze brown.		6.00
Golden Bronze. Light brownish yellow; deep mahogany.	24"	6.80
Goldfinch. Light bronze, inside mahogany. Elegant.	28"	7.60
Indian Chief. Reddish-purple of most artistic shape.		40.00
James Watt. Brownish-black, edged bronze. Large flower.		12.00
Lord Cochrane. Dark brown and gold.		8.00
La Singuliere. White and reddish-brown. Peculiar.		8.00
Plutarchus. Bronze shaded red.		5.60
Superba. Maroon.		6.00
Don Pedro. Coffee brown.		6.40
La Turquoise. Light brick red.		10.00
Madras. Golden bronze, yellow base, starred green.	26"	5.20
Prince Albert. Golden bronze, large formed, green base.	32"	7.00
Yellow Perfection. Light bronze-yellow, inside brown.	25"	5.60

### Pink Varieties

Perle Royal. White, edged rosy carmine.	\$ 6.80
Chas. Dickens. Beautiful pink, large egg-shaped flower.	5.60
Pink Pearl. Violet-rose, inside white. Immense.	15.00
Marie Louise. Rose, flushed with yellow.	5.20
Queen Victoria. Carmine rose.	6.00
Feu Ardent. Brick red.	5.60

### Violet Varieties

Louis XIV. Dark purple. Large globular. Wonderful.	28"	5.20
Virgilius. Beautiful purple, egg-shaped.		7.60
Le Mogol. Clear lilac, flushed white.		6.80
Mme. De Stael. Sky-blue; large flower.		7.00
Salamon. Beautiful lilac, shaded white.		7.00
Albion. Bluish-white and lilac, peculiar.		6.00
Bacchus. Dark violet-blue; best among dark breeders.	28"	7.20
Godet Parfait. Dark violet, white center.		6.80
Heloise. Purplish red.		10.00
Garibaldi. Brick color.		40.00

Your home deserved an expert architect, your garden deserves a landscape gardener

## Cottage Tulips

### Pink Varieties

	Height Per 100
Rosabella. Soft rose, lighter at the margin. Beautiful.	10.00
Ambrosia. Lilac-rose, inside salmon-orange. Large.	14.00
Inglecomb Pink. Soft rose, salmon flush.	24" 4.80
Idyll. Lively rose, inside salmon pink.	26" 5.60
John Ruskin. Medley of apricot rose and mauve; striking.	16" 5.20
Kaleidescope. Rose and mauve striped pale yellow edge.	26" 6.80
Leda. Splendid rosy-red, rose towards edges. Novelty.	25.00
Marvel. Salmon rose, yellow border. Sweet-scented.	28" 6.40
Mrs. Kerrell. Rose, flushed orange, white, blue bordered base.	6.40
Sirene. Glistening satin-rose, lily shape.	5.60
Sir Harry. Pale lavender-pink, yellow base.	8.00
The Fawn. Rosy-fawn, flushed rose. Large egg-shaped.	

### Red and Orange Varieties

Amber Crown. Pale orange-yellow, shaded lilac brown. Unusual.	6.80
Oriana. Faint wine-red pointed flower.	8.00
Aegir. Cherry-rose, base milk white. Large.	6.80
Dido. Brilliant orange-red. Immense flower. Novelty.	14.00
Dulcinea. Soft rosy-red. Beautiful flower.	7.60
Grenadier. Light orange. Large flower; tall.	6.00
La Merveille. Orange-cherry, flushed rose-yellow base.	20" 5.00

### Yellow Varieties

Avis Kennicott. Very long, deep yellow flower, black base.	8.00
Illuminator. Yellow, flamed orange at margin. Large.	9.00
Ivory. Pale lemon-yellow. Large.	8.00
Inglecombe Yellow. Canary-yellow, globular.	21" 4.40
Lemon Perfection. Lemon yellow; strong, tall flower and stem.	6.00
Moonlight. Canary-yellow, large oval-shaped flower.	5.60
Mrs. Moon. Golden-yellow; large flower; beautiful.	25" 6.80
Orpheus. Primrose yellow with a crimson border.	8.00
Orange King. Bright deep orange.	5.00
Quaintness. Golden brown, flushed deep-rose.	12.00
Retroflexa. Yellow, reflexing petals.	6.80
Vittelina. Light sulphur-yellow; large, beautiful.	6.80

### White Varieties

Picotee. White, margined rose-pink.	4.80
Carnation. Snow-white with carmine-rose edges.	6.00
Snowden. Pure white.	6.00

### Triomphe Tulips

Astoria. Creamy white, edged cherry rose. Large flower.	9.00
Algorab. Reddish violet, large and strong flower.	12.00
Canada. Lilac rose, bordered white. Pure white base.	6.80
Georgia. Creamy white with broad margin of deep carmine.	9.00
Chicago. Glowing carmine, base bronze and green. Large.	12.00
Hydra. Glowing carmine with white base.	16.00
Lord Carnavon. Light pink with broad white border. Pointed.	8.00
Ohio. Carmine red with purple glow white base. Large.	6.00
Orange Flame. Orange.	18.00
Pollux. Dark magenta purple, large flower. Very early.	5.60
Regulus. Glowing dark purple. Large pointed flower.	16.00
Sagittarius. Creamy white with soft rose at top of petals.	7.00
Tucana. Purple-carmine with sulphur-yellow base. Large.	12.00
U. S. A. Orange red at center, margined orange-yellow.	4.80
Tarazed. Purple-carmine, snow-white margin and pure white base	8.00

At Franken's you get quality first at a price that is reasonable

# Darwin Tulips

## Pink Varieties

	Height Per 100
After Glow. Bright Orange, lighter edge .....	\$ 5.60
Aphrodite. Clear rose, fine flower, long stem .....	10.00
Clara Butt. Salmon pink .....	21" 4.40
Flamingo. Soft, shell pink, medium pointed flowers .....	28" 5.60
George Maw. Dark rose, flushed white. ....	5.20
Heriodiade. Pink. Large flower on a medium stem .....	5.20
La Fiancee. Deep rose, shaded lilac .....	6.40
Louise de la Valliere. Deep rose, white base .....	7.20
Mme. Krelage. Lilac-rose, inside soft pink .....	28" 4.40
Prince of Wales. Beautiful rosy crimson with scarlet flushed .....	8.00
Princess Elizabeth. Deep pink, lovely .....	30" 4.80
Orange Perfection. Salmon-rose with orange glow; unsurpassed....	20.00
Roi de Islande. Violet-rose. Beautiful .....	5.20
Village Maid. Lively rose. ....	6.00
Venus. Most charming pure rose. ....	12.00
Psyche. Rich, rosy-pink. Ideal for cutting... .....	26" 5.20
Yolande. Bright rosy-pink shaded to salmon .....	9.20

## Red and Rose Varieties

Prince of the Netherlands. Brilliant cerise-red. Large. ....	5.20
Ariadne. Brilliant rosy-scarlet blue base. ....	5.00
Baronne de la Tonnaye. Vivid pink. ....	26" 4.60
Bartigon. Fiery crimson. ....	28" 4.80
City of Haarlem. Brilliant dark scarlet. ....	28" 7.20
Claude Gillot. Vermillion scarlet, dark blue base. ....	23" 5.20
Duke of Portland. Brilliant scarlet red. ....	8.00
Feu Brilliant. Glowing vermillion, blue and white base. ....	6.00
Farncombe Sanders. Brilliant dark rosy red. ....	5.60
Galathea. Dark carmine-rose; beautiful color. ....	28" 7.00
Jacob Maris. Brilliant scarlet; large flower. ....	8.00
King George V. Brilliant salmon scarlet; immense. ....	9.20
Ouida. Bright crimson scarlet. ....	29" 5.20
Pride of Haarlem. Brilliant rosy-carmine, blue base. ....	25" 4.40
President Taft. Dark red; large and attractive. ....	30" 6.40
Prof. Rowenhoff. Deep cherry- rose; enormous flower. ....	24" 4.80
Princess Mary. Lively rose; a beautiful novelty. ....	32.00
Sundew. Lively crimson; novelty. ....	12.00
Spring Beauty. Scarlet, blue base. ....	6.00
Wm. Pitt. Brilliant dark scarlet. ....	5.00
Whistler. Vivid crimson scarlet; enormous flower. ....	5.20
Isis. Glowing vermillion. Large and tall. ....	26" 5.60

## Violet and Purple Varieties

Anton Mauve. Violet, lighter toward edges. Gigantic. ....	9.20
Bleu Aimable. Bluish heliotrope, inside darker. ....	26" 5.60
Giant. Dark violet with light blue base. ....	11.00
Jubilee. Rich blue-purple. ....	29" 9.00
La Tristesse. Slaty purple inside, slaty blue outside. ....	6.00
Raphael. Dark reddish-claret; large and unique. ....	8.40
Rev. Ewbank. Silvery heliotrope . Beautiful. ....	22" 4.80
Sir Trevor Laurence. Lilac blue. Enormous cup-shaped. ....	8.40
Viking. Intense violet. ....	26" 7.60
The Bishop. Pure violet. Extra .....	25.00
Valentine. Light heliotrope-violet. Large, tallest stem. ....	29" 6.00
Wm. Copeland. Rosy-lilac, changing to lavender. ....	24" 5.00
Dream. Pale heliotrope; inside deep violet. ....	27" 5.20

If you are in doubt about any garden problem — ask us

Height Per 100

**Black Varieties**

Faust.	Dark satiny-purple, maroon blue base.	32"	6.40
La Tulipe Noire.	.....	24"	5.60
Phillippe de Commines.	One of the best dark purples.	26"	5.20
Zulu.	Rich velvety purple-black, shiny purple edge.	27"	5.20

**White Varieties**

White Queen.	Opens rosy-white, changing to pure white	.....	5.20
Painted Lady.	White, tinged heliotrope.	.....	5.20
Zwanenburg.	Pure white. Large.	27"	10.00

**Yellowish Varieties**

Sulphur Queen.	Sulphur yellow. Large.	.....	12.00
Yellow Giant.	Dark yellow. Tall. \$1.00 Each.	.....	

***Single Early Tulips***

Belle Alliance.	Scarlet, large, sweet-scented.	.....	5.60
Cottage Maid.	Bright pink. Good bedder.	.....	5.20
Flamingo.	Carmine-rose, shaded lighter; white striped.	.....	5.20
Fred Moore.	Bright orange, shaded scarlet.	.....	5.20
Hobbema.	Crushed strawberry, handsome; strong flower.	.....	6.00
King of the Yellows.	Deep yellow; egg-shaped flower.	.....	6.80
Lady Boreel.	Intense white. Large. Good forcer.	.....	6.00
President Lincoln.	Light violet with white base.	.....	6.80
Prince of Austria.	Brilliant orange-red. Scented.	.....	5.00
Rising Sun.	Deep yellow; very large flower.	.....	6.40
Queen of the Netherlands.	Blush pink, delicate.	.....	6.00
Pioneer.	New.	.....	10.00

***Double Early Tulips***

Couronne D'Or.	Deep yellow, flushed orange-red; large.	.....	6.40
Imperator Rubrum.	Glowing scarlet; popular.	.....	6.80
La Grandesse.	Large soft-rose, shaded white; good forcer.	.....	6.00
Murrillo.	Delicate rose-pink, flushed white.	.....	4.80

***Lilies***

Per 25 Per 100

Candidum Madonna Lilies		\$12.50	\$45.00
25-30 ch.	.....	8.00	30.00
22-24 ch.	.....	12.50	45.00
Japan Lilies (Auratum)	.....	12.50	45.00
Japan Lilies (Rubrum)	.....	12.50	45.00
Tigrinum Splendens.	Orange red, spotted black.	7.00	25.00
Trigginum Flore Pleno.	2 Double Tiger Lily.	8.00	30.00
Umbrellatum.	Various shades of orange and scarlet.	7.00	25.00
Regal Lilies.	White, spotted crimson. Jumbo bulbs.	20.00	75.00
Regal Lilies.	Blooming size.	8.00	30.00

**Hemerocallis (Day Lilies)**

Citrinna.	Pure lemon-yellow.	36"	2.25	10.00
Gold Dust.	Rich clear yellow.	36"	1.25	5.00
Kwanso.	Double deep orange, shaded crimson.	36"	1.25	5.00
Thunbergii.	Clear lemon yellow.	36"	1.25	5.00

**Your garden is your living room six months of the year**

## Small Bulbs

### Eranthis

Early spring flower of bright yellow.	Per 25	Per 100
Hyemalis. Winter Aconite; yellow.....	.75	2.50

### Galanthus (Snowdrops)

Dainty little bells that bloom in March.		
Nivalis. Single white. ....	1.10	4.00
Nivalis Flore Plene. Double white. ....	1.50	5.50

### Muscat Grape Hyacinths

Dainty little bells resembling Lily of the Valley.		
Heavenly Blue. Bright sky-blue. ....	.80	3.00

### Scilla (Squills)

Campanulata Alba Maxima. Large pure white. ....	1.10	4.00
Blue Queen. Bright blue. ....	1.10	4.00
Rosy Queen. Soft lilac rose. ....	1.30	5.00
Siberica. Sky blue. Mammoth bulbs. ....	1.10	4.00
Alba. Pure white; mammoth bulbs. ....	1.40	4.75

### Freesias

Ilena. Deep rosy lavender and white. ....	1.80	6.40
General Pershing. Pinkish-lavender suffused with bronze. ....	1.50	5.00
Mrs. Marc Peters. Beautiful deep salmon. ....	2.35	8.50
Purity. Mammoth pure white. ....	1.40	4.60
Yellow Prince. Deep yellow; large open flowers. ....	2.00	7.00

### Narcissus or Daffodils

Barii Conspicuous. Large soft yellow perianth, short orange, scarlet	2.50	10.00
Emperor. Trumpet and perianth, both yellow. ....	3.75	14.50
King Alfred. Rich chrome yellow; large. ....	7.50	28.00
Lauren Koster's. White with yellow eye. ....	3.75	14.50
Sir Watkins. Golden cup and primrose perianth. ....	3.75	14.50
Victoria. Creamy white perianth, fluted trumpet yellow. ....	3.75	14.50

### Paper-white Narcissus

Paper-whites, Grandiflora. Extra selected. ....	2.10	8.00
Grand Sol D'Or. The yellow paper-white. ....	3.75	14.50

### Hyacinths

City of Haarlem. Pure yellow. ....	3.10	12.00
La Victorie. Brilliant red. ....	3.10	12.00
General De Wet. Light Pink. ....	3.10	12.00
Gertrude. Dark pink; large compact truss. ....	3.10	12.00
Grand Maitre. Deep lavender blue. ....	3.10	12.00
Lady Derby. Light rose pink. One of the finest. ....	3.10	12.00
L'Innocence. Most popular pure white. ....	3.10	12.00
Pearle. Brilliant sky-blue; large spiked, perfect shape. ....	3.10	12.00
Queen of the Blues. Light porcelain blue. ....	3.10	12.00
Queen of the Pinks. Large truss; reliable. ....	3.10	12.00

#### Bedding Hyacinths

Hyacinths, bedding, above variety .....	2.10	8.00
Hyacinths, Hyacinths miniature, above varieties. ....	1.35	5.00

**Many people find it too expensive not to have landscape service for their gardens**

## *Gladioli*

THE Gladioli differ from tulips and other bulbs in that they develop much more rapidly and their root systems grow more or less parallel with the surface of the soil. As Gladioli are tender bulbs, they must be taken up every year, stored in a place where they will not freeze and be replanted each spring. Like most other bulb plants, the Gladioli have very little surface area to their foliage. They require a soil relatively high in available plant food for their best development. They will not grow with any success in shade or even partial shade; they seem to require plenty of air and sunshine. They respond very readily to shallow cultivation. It is possible to get blooms from Gladioli bulbs by plant-

ing same right on the surface of the soil. However, best results are obtained when the bulbs are planted to a depth of about 4 inches.

Gladioli are a very simple and easy plant to grow. However, there are many specimen plants with magnificent blooms that require very scientific treatment and care in order to get the finest results.

Gladioli will grow in almost any kind of a soil. Some of the largest growers in America, however, are located on flat sandy soils, where by the aid of thorough cultivation along with the use of raw rock phosphate, bone meal and some good fertilizer high in Nitrogen, they produce very large, attractive specimen blooms.

	Per 25	Per 100
<b>Alice Tiplady.</b> A beautiful saffron-yellow.	\$ 1.10	\$ 4.00
<b>Baron J. Hulot.</b>	2.00	7.00
<b>Evelyn Kirtland.</b> Exquisite rosy-pink, shading to light pink.	2.00	7.00
<b>Gretchen Zang.</b> Blooms of pink, blending to scarlet.	1.75	6.00
<b>Golden Measure.</b> Golden-yellow; extra large flowers; tall.	2.75	10.00
<b>Glendale.</b> Reddish-purple; tall grower.	3.25	12.00
<b>Joe Coleman.</b> Purplish-red; ruffled petals.	1.50	5.50
<b>Lilac.</b> Unique velvety violet. This new variety is very worthy of your consideration.	4.00	15.00
<b>Louise.</b> The showiest of all Gladiolus. Clear pure lavender with a blotch of velvety red towards center; large flower.	2.25	8.00
<b>Mrs. Francis King.</b> Beautiful shade of flame pink flowers of giant size on tall growing spikes up to four feet with eighteen to twenty flowers.	1.10	4.00
<b>Mrs. Frank Pendleton.</b> A sensational beauty. Beautiful rose-pink on a pure white ground with deep velvety blood-red blotch on lower petals.	1.50	5.00
<b>Myrtle.</b> Beautiful pink; early flowering; of good size.	1.50	5.00
<b>Peace.</b> Giant white flowers with lilac feathering in throat of two pearly petals.	1.35	5.00
<b>Souvenir.</b> A leading yellow variety.	2.00	7.00
<b>Scarlet Princeps.</b> Beautiful scarlet shade.	1.50	5.50
<b>Mixed Glads.</b>	.75	2.50

**Summer is the high point of every year when your garden is lovely**

*Rock Garden and Pool designed, constructed and planted by Franken Bros., Inc., for Charles Crocker, Robson Road, Kenilworth.*





## *Rock Plants*

		Per 5	Per 25
Aubretia Hybrids (Rock Cress). Various shades.	3-4"	1.25	5.00
Achillea Mill. Roseum.	12"	.75	3.00
Alyssum Saxatile (Madwort). Yellow; double-flowering.	12"	1.00	3.75
Arabis Alpine. Bedding rockeries, white.	6"	1.00	3.75
Armeria Formosa. Light pink.	8"	1.25	5.00
Campanula (Canterbury Bells). Perennial var.; mixed.	6-8"	1.00	3.75
Campanula Carpatica Blue. Excellent for rock gardens	12"	1.00	3.75
Canterbury Bells Rose Single. Biennial.	24"	1.00	3.75
Dianthus Caessius (Cheddar Pink). Pink.	8-10"	.75	3.00
Dianthus Hedgewigii. Double mixed; red	12"	.75	3.00
Forget-me-nots. Pink and blue.	4-5"	.75	3.00
Gypsophila Repans (Baby's Breath). Double white flowering	3-4"	.75	3.00
Lily of the Valley.	6"	1.25	5.00
Phlox Subulata. Pink, lilac and white; creeping.		.75	3.00
Physostegia Vivid. Deep rose pink.	12"	1.25	5.00
Sedum Album Clumps.	3"	1.25	5.00
Sedum Glauca.	3"	1.25	5.00
Sedum Sexangulaire.	4"	1.25	5.00
Sedum Stahli Clumps.	3"	1.25	5.00
Sedum (Stonecrop). Yellow and red; creeping.	4"	.75	3.00
Silene Shafra (Catch-fly). Blush pink.	5"	1.00	3.75
Trillium Erectum. Excellent for woods.	8"	1.00	3.75
Tunica. Very fine hair-like foliage.	6"	.75	3.00
Veronica Elegans.	8"	.75	3.00
Viola Cornuta Mixed.	5"	.50	2.00
Viola Cor. Perfection.	4"	.75	3.00
Viola Jersey Jem.	4"	1.25	5.00

You'll find no greater pleasure than in your garden — Care for it



*Rhododendrons are natives of the Virginia and North Carolina mountains. As evergreens rhododendrons are increasing in use along the North Shore.*

---

## *Rhododendrons*

Many unsuccessful attempts have been made to plant rhododendrons along the North Shore and in the Chicago area. There is no reason why these plants cannot be grown successfully when they are planted and cared for scientifically. Franken plantings of these have grown luxuriously. The accompanying illustrations are of rhododendrons which have grown successfully for five years.

The rhododendron is of the evergreen family, with broad, waxy, green leaves. The varieties offered by Franken flower in May, June and July. The flowers are in white and lavender.

We shall be glad to have you see the rhododendrons in bloom at the Franken Gardens. Terms and prices on request.



*Rhododendrons are perfect for naturalizing, ravine planting, and are effective in certain border locations*

## *Shade and Ornamental Trees*

	Height	Each
Betchel's Fl. Crabs .....	3-4'	1.50
Catalpa Bungii. 3 year head. ....		3.50
Cutleaf Weeping Birch .....	8-10'	7.00

### Poplars

Lombardy .....	{	6-8'	.75
Simons .....		8-10'	1.00
Vulgaris .....		10-12'	1.75
Elm .....		1½-2"	5.00
Soft Maple. ....	{	1½-2"	3.00
		2-2½"	5.00

### Armour River North Privet

	Height	Per 10	Per 100
Privet (Armour River North). Hardy growth. The best hedge for this locality. ....	{	12-18" 1.50	12.00
		18-24" 2.50	20.00
		2-3' 3.00	25.00
		3-4' 3.50	30.00

You'll be surprised how inexpensive you can buy landscape service



## *Evergreens*

<b>Pyramidal Arbor Vitae.</b> Most popular and best of all Arbor Vitae. Grows very symmetrical in a pyramidal shape. Much harder than other types. ....	$\begin{cases} 3-3\frac{1}{2}' \\ 3\frac{1}{2}-4' \\ 4-4\frac{1}{2}' \\ 4\frac{1}{2}-5' \\ 5-5\frac{1}{2}' \end{cases}$	$\begin{cases} 3.50 \\ 5.00 \\ 8.00 \\ 10.00 \\ 12.00 \end{cases}$
<b>American Arbor Vitae.</b> This is the ordinary seedling type of Arbor Vitae. Should be used where cheap planting is a necessity as it is neither as hardy nor as effective. ....	$\begin{cases} 5\frac{1}{2}-6' \\ 6-7' \\ 5-5\frac{1}{2}' \end{cases}$	$\begin{cases} 11.00 \\ 12.50 \\ 9.00 \end{cases}$
<b>Douglas Fir.</b> Most effective of the green type Firs. Transplants very easily and thrives well in shade. Used in clump or screen planting. ....	$\begin{cases} 3-3\frac{1}{2}' \\ 4-4\frac{1}{2}' \\ 4\frac{1}{2}-5' \\ 5-6' \end{cases}$	$\begin{cases} 4.50 \\ 6.50 \\ 10.00 \\ 12.50 \end{cases}$
<b>Juniper Virginiana Glauca.</b> An improved type of Juniper. Soft blue color; grows very compact when sheared annually. One of the very best Junipers. ....	$\begin{cases} 3-4' \\ 4-5' \\ 5-6' \\ 6-7' \end{cases}$	$\begin{cases} 7.00 \\ 9.75 \\ 15.00 \\ 20.00 \end{cases}$
<b>Juniper Conarti.</b> Another grafted type of Juniper. Much superior to its parent plants, the ordinary Cedars. Holds its color well throughout the winter. Striking appearance.....	$\begin{cases} 3-4' \\ 4-5' \\ 5-6' \end{cases}$	$\begin{cases} 8.00 \\ 12.00 \\ 20.00 \end{cases}$
<b>Juniper Pfitzeriana.</b> Without question the coming Juniper for natural landscape effect. For massing in beds. ....	$\begin{cases} 2\frac{1}{2}-3' \\ 3-3\frac{1}{2}' \\ 3\frac{1}{2}-4' \end{cases}$	$\begin{cases} 5.00 \\ 8.00 \\ 9.50 \end{cases}$
<b>Juniper Columnaris.</b> Blue. Also a grafted and improved type Juniper introduced recently. ....	$\begin{cases} 3-4' \\ 5-6' \end{cases}$	$\begin{cases} 11.00 \\ 15.00 \end{cases}$
<b>Juniper Savins.</b> This type of Juniper propagated by grafts. Very desirable for dwarf plantings. ....	$\begin{cases} 10-12" \\ 12-18" \\ 1\frac{1}{2}-2' \end{cases}$	$\begin{cases} 2.75 \\ 3.75 \\ 5.25 \end{cases}$
<b>Juniper Canadensis.</b> An inexpensive dwarf Juniper. Looks very well in summer, but somewhat off color in winter. ....	$\begin{cases} 18-24" \\ 2-3' \end{cases}$	$\begin{cases} 2.75 \\ 4.75 \end{cases}$
<b>Mugho Pine.</b> This evergreen is without a rival for its green foliage and lasts the year around. Fine bedder. ....	$\begin{cases} 10-12" \\ 12-18" \\ 18-24" \\ 2-2\frac{1}{2}' \end{cases}$	$\begin{cases} 2.50 \\ 3.50 \\ 5.00 \\ 8.00 \end{cases}$

No garden or home is modern without an Evergreen planting

## Shrubs

<b>Auralia Spinosa</b> (Devil's Walking Stick).	Used where Tropical effect is desired.	Palm-like leaves	3-4' 4-5' 4-5'	.90 1.10 2.50	8.00 10.00 20.00
<b>Berberis Thunbergi</b> .	Neat and dense in growth; graceful drooping habit.	Leaves scarlet in fall.	18-24" 24-30"	.40 .50	3.00 4.50
<b>Cornus Lutea</b> (Yellow Dogwood).	Yellow in winter. Effective planted with Red Dogwood.		24-36" 36-48"	.60 1.00	5.00 8.50
<b>Cornus Siberica</b> (Red Dogwood).	Best variety on account of its branches being showy in winter.		24-36" 36-48"	.50 .75	4.00 6.00
<b>Forsythia Intermedia</b> (Golden Bell).	The earliest flowering shrub. Great profusion of bell-shaped yellow flowers appearing before the leaves.		24-36" 36-48" 48-60"	.50 .60 .80	4.00 5.00 7.00
<b>Hydrangea Arborescens Grandiflora</b> .	Blooms in July.		15-18" 18-24"	.60 .75	5.00 6.50
<b>Hydrangea P. G.</b>	Blooms in Aug. and Sept. when very few shrubs are in flower.		18-24" 24-36"	.60 .75	5.00 6.50
<b>Lilac — Charles X</b>			3-4' 4-5'	3.75 5.00	30.00 40.00
<b>Lilac</b> (Persian Purple).	Lilac flower in broad panicles. Specimen balled.		2-3' 3-4'	.75 1.00	6.00 8.50
<b>Lilac</b> (Syringa Villosa).	Late pink lilac from China.		36-48"	1.35	10.00
<b>Lonicera Morrowi</b> (White Honeysuckle).	A bushy variety of spreading habit; white and yellow flowers.		36-48" 48-60"	.75 1.00	6.00 8.50
<b>Lonicera Grand Rosea</b> (Pink-Flowering Honeysuckle).			24-36"	.60	5.00
<b>Philadelphus Virginalis</b> .	Semi-double; profuse bloomer...		3-4'	1.75	15.00
<b>Physocarpus Aurea</b> (Golden Ninebark).	Tall-growing variety with yellowish-white flowers; long stem.		36-48"	.75	6.50
<b>Rhus Typhina Lacinata</b> (Fern-leaved Sumac).	Tall growing fern-like leaves. Decorative fruit.		24-36" 36-48"	.60 .80	5.00 7.00
<b>Sambucus Aurea</b> (Golden Elder).	Golden-yellow foliage; best when planted in bright sun.		24-36" 36-48"	.60 .70	5.00 6.00
<b>Spirea Anthony Waterer.</b>	Dwarf red-flowering Spirea bright crimson flowers produced freely at intervals.		12-14" 15-18"	.60 .70	5.00 6.00
<b>Spirea Van Houteii</b> (Bridal Wreath).	Does well in all locations. Weeping, graceful appearance.		36-48" 48-60"	.50 .60	4.00 5.00
<b>Symporicarpus Racemosus</b> (Snowberries).	Ornamental shrub; small pink flowers; has large white berries.		18-24" 24-36"	.60 .70	5.00 6.00
<b>Symporicarpus Vulgaris</b> (Indian Currant or Coralberry).	Dwarf, compact habit; valuable for its red fruit.		24-36" 36-48"	.50 .60	4.50 5.00
<b>Viburnum Opulus</b> (Highbush Cranberry).	Ornamental on account of its white berries.		24-36" 3-4'	.70 .90	6.00 8.00
<b>Weigelia Rosea</b> .	Rose-colored Weigelia; large sized shrub in great profusion of flowers in June.		24-36" 36-48"	.60 .70	5.00 6.00

**Gardening is our business — Consult us on any of your problems**





Lawn planting is a difficult job. Few amateurs ever master the proper contour. The above illustration is a characteristic planting of Franken Bros., Inc. The home is in Kenilworth.

## **4      IMPORTANT FACTORS PERTAINING TO LAWNS      4**

1. Proper proportioned mixture of grass seed for your individual needs.
2. Selection of fertilizer to fill your lawn needs in proportion to its analysis.
3. Soil for resurfacing so as to acquire a perfect uniform surface.
4. German Peat to act as a mulch, to absorb rains quickly, and to act as a protecting mulch against sun and winds.

While the use of the above four principal factors in maintaining the upkeep of a lawn from year to year may be varied according to your particular needs, there is no question but what they are the foundation of a successful and beautiful lawn.

Our service department is prepared to treat your lawn with the proper proportions so as to assure you of satisfactory results.

Cost for such service including German peat, Grass Seed, Fertilizer

Velvety lawns are like beautiful carpets — We are expert in their creation

## STYLE AND DESIGN OF LANDSCAPE ART

and Soil will be approximately two cents per square foot. If interested, please give us a ring at once and have us take care of your lawn requirements.

You will note we are selling black dirt this year \$2.50 per yard, German peat \$5.00 per bale, grass seed 35c per pound, and a very complete list of fertilizers with a wide range of analysis, to take care of every possible need.

Save up to 50% on your plant food requirements by buying to analysis—  
just the ration your plants need.

### Plant Foods and Fertilizers

#### ANALYSIS

Material	Nitrogen or	Phosphoric Acid or	Potash or	Size Bags	
Special Florists Mixture .....	5	15a		100lb.....	4.00
Special Tree Food .....	10	8a	6	100lb.....	6.00
N-P-K No. 1 .....	9	27a	9	100lb.....	6.00
N-P-K No. 2 .....	9	18a	18	100lb.....	6.00
Bone, Blood, & Sulphate of Potash 5		8t	7s	100lb.....	4.00
Genuine Blood & Bone Tankage... 5½		30BPL		100lb.....	3.50
Dried Blood .....	13½			100lb.....	6.00
Horn Shavings .....	13¼			50lb.....	4.25
Nitrophoska .....	15	30a	15	200lb.....	16.00
Floranid (Urea) .....	46			142lb.....	15.00
Arcadian Sulphate of Ammonia....	21			100lb.....	5.00
Calcium Nitrate .....	15			100lb.....	4.50
Cal-Nitro .....	16			100lb.....	4.75
Nitrate of Soda .....	16			100lb.....	5.00
Raw Bone Meal .....	3¾	22t		100lb.....	3.75
Rose Grower Bone Meal .....	3¾	22t		100lb.....	4.00
Bone Meal .....	2	24t		100lb.....	3.50
Multiphos .....		45a		125lb.....	5.00
Superphosphate .....		20a		125lb.....	2.75
Milorganite .....	5½	2a		100lb.....	2.75
Pulverized Sheep Manure .....	2	1t	2	100lb.....	2.50
Shredded Cattle Manure .....	2	1t	2	100lb.....	2.75
Muriate of Potash .....			50	100lb.....	4.75
Sulphate of Potash .....			48	200lb.....	9.75
Unleached Hardwood Ashes .....			4	100lb.....	2.00
a—Available Phosphoric Acid			s—Potash from Sulphate		
t—Total Phosphoric Acid			BPL—Bone Phosphate of Lime		
Vert, 5-8-6, 100 lbs. ....					5.00
Special Turf, 10-8-6, 100 lbs. ....					6.00
Vigoro, 4-12-4, 100 lbs. ....					\$5.00

#### SPECIAL NOTE

German Peat Moss ..... Per Bale \$5.00      10 Bales \$45.00

## *Lawn Development*

In preparing the soil for a lawn it is necessary that its natural moisture holding ability, its aeration, and the amount of available plant foods be considered. In tight or heavy soils aeration may be improved by the plowing under of cinders, gravel, sand and even rubbish. Laying several strings of tile with a cross section of some material to act as lateral will also insure perfect drainage and aeration.

On the sandy soils where aeration or drainage does not need consideration the factor of keeping enough moisture for lawn plants is the obstacle with which you have to contend. By adding humus, fertilizers, clay or black dirt to such an area the moisture holding capacity of the soil will be greatly increased.

In either of the above cases, whether it be a light or heavy soil: a spongy surface that will absorb the greatest possible amount of moisture within a short space of time, is of great importance. It is a well known fact that where there is a heavy downpour of rain only a small percentage of the rain is actually absorbed over the lawn area. The water runs merely off the surface to the low spots of the lawn or into the street and gutters. A fine spongy surface for the lawn may be created with the use of German peat, an application one-fourth to one-half inch thick made either at the time of construction, or used as a top dressing during the summer, is a most satisfactory way of creating this moisture.

Fertilizers for the lawn should consist of a well balanced ration for the particular lawn in accordance with its own particular requirements. To illustrate,—lawns subjected to heavy and frequent waterings become more or less deficient in potash. The same

is true of a lawn built on a sandy soil because potash leaches badly. However, on the heavy soils, where little or no watering is practiced this element will usually be found in abundance. As there are many brands of fertilizers on the market containing potash it is well to ask your own particular soil the question as to what brand it needs by applying two or more popular brands and noticing which benefits your lawn most.

Nitrogen is an element that is most elusive. Therefore, it is reasonable to expect that all soils will respond to an application of fertilizer fairly high in Nitrogen. It has been found that mineral forms of Nitrogen are less elusive, last longer and are generally conceded as better for top dressings of lawns than animal and vegetable forms. Sulphate of ammonia is perhaps the most used commercial fertilizer when only Nitrogen is required.

In seeding your lawn it is well to use a mixture of grass seeds that will act as a protection to the plant most desired. This is usually Kentucky blue grass.

The seed of Kentucky blue grass is very slow to germinate. It is apparently a very weak and delicate plant to handle during the first couple of months of its existence. Where a mother crop is used with the thought in mind of protecting the blue grass rather than competitive with it, the best results will be obtained. In order that these fast-growing grasses do not smother out the slow-growing and tender blue grass, it is very essential that the lawn be mowed frequently, at least twice a week, until the hot weather or a drought season sets in. Omit mowing during the entire drought period and start mowing again immediately after the first fall rain sets in.



*This garden fronts on Sheridan Road, Wilmette, but the road is completely shut-out and its noise muffled by a rock garden and natural evergreen planting. A typical Franken Bros., Inc., job.*

## *All Successful Gardeners Must Know Soils*

All forms of matter known to man are composed of about ninety-four different chemical elements, that is, of substances which cannot, by any known means, be separated into two or more kinds of matter. For example, pure sulphur is an element because, whatever processes we may put it through, we cannot get anything out

of it but sulphur; pure sulphur contains nothing but sulphur. Similarly, nitrogen is an element because no one has ever been able to show it contains more than one thing, nitrogen. Other examples of elements are oxygen, carbon, phosphorus, iron, calcium, etc. Some of the elements, as commonly known to us, are gases,

such as hydrogen and nitrogen, but most of them under ordinary circumstances are solids.

Although there are thousands of different kinds of plants growing on this earth, nevertheless, with all their variation of stem, foliage, flower and fruit, they are made up from comparatively few elements. Of the ninety-four elements known, *the following fourteen are commonly found in plants: Calcium, chlorine, hydrogen, iron, magnesium, manganese, nitrogen, oxygen, phosphorus, potassium, silicon, sodium, and sulphur. These elements occur in very unequal amounts in the vegetable world. For example, carbon, hydrogen and oxygen alone make up over ninety-five per cent, on the average of all plants.*

Neither are these elements of equal importance to plant life. It has not been satisfactorily demonstrated that chlorine manganese, silicon and sodium perform any necessary function in plant growth, unless, perhaps, in isolated, exceptional cases. So far as we actually know, it is probably true that only ten chemical elements are really essential to plant growth under ordinary conditions.

There are other elements, in no way essential to plant life that occur under special conditions more or less frequently in plants; among these may be mentioned aluminum, arsenic, barium, boron, bromine, copper, fluorine, iodine, lead, lithium, nickel, tin, and zinc. Their occurrence is more a matter of general interest than of any actual value to the person interested in growing plants. Such substances may be regarded as straying into a plant without purpose or plan simply because they happen to be in solution in the neighborhood of growing plant-roots and go into the plant in company with the plant-food proper.

The elements required by plants are divided into two quite distinct classes, which show rather marked differences. These two classes are *air-derived* elements and *soil-derived* or

mineral elements. The *air-derived elements are: Carbon, Hydrogen, Nitrogen and Oxygen. The soil-derived elements are: Calcium, Iron, Magnesium, Phosphorus, Potassium, Sulphur (Chlorine, Manganese, Silicon, Sodium).* These two classes differ about as follows: The *air-derived elements come exclusively from the air (this may be directly, or it may be indirectly, through the medium of the soil). The soil-derived elements come directly and exclusively from the soil.* When a plant is burned, the air-derived elements disappear, for the most part, in the form of gases; the soil-derived or mineral elements, *usually much the smallest part*, are left in the form of unburned residue or ash, upon which further heating has no effect. This distinction is not perfectly sharp, since some oxygen is always found in ash, while a small amount of chlorine, phosphorus and sulphur may be driven off in the form of gases during the operation of burning. *Air-derived elements make up more than 95 per cent of the whole vegetable kingdom, while the soil-derived elements occur in small amounts, varying in different plants and in different parts of the same plant, from a fraction of one per cent to 10 per cent, or even in some cases, taking the plant as a whole. However, because the soil-derived elements occur in such small proportions, does not mean that their importance is slight. Without them plants would not grow.* This fact has a most important application in enabling us to influence the growth of plants. We cannot, to any appreciable extent, directly control, at least economically, most of the air-derived elements in the feeding of plants, but we can do so indirectly through the soil-derived elements. In other words, by controlling, under certain conditions, the five per cent or less of the elements that enter into the composition of plants, we can, in a large measure, control the other 95 per cent.



*Meeting a severe situation with a rustic terrace. The slope to the street was so severe that to have had a gradual grade would have been impossible for a lawn. Drainage would have been impossible for a lawn. Drainage would cause grass to burn. The wide terrace effect which is flat leaves an ideal location for an evergreen planting.*

The chemical elements do not commonly exist separately from one another as pure elements. While we are familiar with impure carbon in the form of coal and charcoal, and with nitrogen and oxygen as they are mixed together in the air, we never find, under ordinary conditions, elements like hydrogen, phosphorus and potassium, etc., existing separate from other elements. Different elements combine to form compounds somewhat as the different letters of the alphabet combine to form words. The few chemical elements used in plant growth exist in the air and soil in the form of compounds; some of these compounds are used as food by plants; after being taken into the plant they are worked over into a great variety of new compounds, and these new compounds, which have been formed within the plant, are more or less regularly grouped or mixed together in a great variety of ways in the process of plant growth. *The elements may, therefore, be re-*

*garded as the raw materials from which plant-foods come.*

While the absence of any one of the elements may seriously impair or wholly prevent plant growth, there is a sense in which some of the soil-derived elements are of much greater importance to plant growth than others. Certain elements are more extensively used by certain plants and sooner or later the soil may need special attention in the way of increasing the available supply of a certain element for a certain type of plant. Other elements are used in such small amounts, relative to the available supply, that they rarely need attention. *The elements of special importance are: Nitrogen, Phosphorus, Potassium and Calcium. Nitrogen occurs in nature chiefly in the following forms: (1) Atmospheric nitrogen, (2) ammonia, (3) in animal and vegetable matter, and (4) as nitrate.*

**PHOSPHORUS**—*The original source of all phosphorus is the earth's crust.*

*As immediate sources of supply for plant-food uses we have (1) the soil, (2) the large phosphate deposits and (3) the bones of animals.*

**POTASSIUM.** — Numerous experiments have shown that when potassium compounds are lacking, plants suffer severely, though they may not actually die. Potassium forms a larger part of the ash of plants than any other mineral element. On the average, vegetable ash consists of about one-third potassium. Potassium is never found in nature uncombined; it always exists in compounds. Potassium in the soil is due to the partial solution and decomposition of rocks containing potassium compounds.

**CALCIUM.** — *This element is essential to the development of most plants. Its compounds are commonly called LIME compounds. It has its source in the crust of the earth, where it occurs in a variety of compounds, especially the carbonate (limestone).*

### Soils

Soils are usually classified according to their fineness of texture. Texture is somewhat dependent upon the amount of plant food and decaying vegetable matter in the soil.

Gravel and sand are our coarsest soils. Next in line are our silt soils and next are our clay soils. Coarseness of the soil is important because it determines the freedom of soil breathing or aeration and the water-holding capacity of the soil.

The fine textured soils are classed as heavy soils, because they absorb and retain a large amount of moisture. The coarser soils, that is, the various sand soils do not retain as much moisture and are, therefore, classed as light soils.

The peat soils containing large amounts of humus, also retain an abundance of moisture. However, in many instances they are so light, fluffy, and porous that they do not make a desirable seed bed.

### Soil Moisture

Moisture has several distinct functions to perform. Evaporation of moisture tends to keep soil cool. Anything that will aid in retaining moisture or preventing evaporation, will aid in warming up the soil. Moisture becomes saturated with plant foods. As the moisture is absorbed by the plant, the plant foods in solution are carried to the leaves, blossoms, fruits and various portions of the plant, to take care of its necessities and requirements.

Moisture is an air derived element the same as Nitrogen. To retain the greatest amount of moisture possible in the soil is no small problem. Various forms of mulches are used for this purpose. Rocks in the rock garden help to retain moisture. They act as a mulch or protection to the soil. In some countries paper mulch is being used quite extensively, with more or less results. German peat mulch is becoming quite popular in this section. However, the most dependable mulch, the one that is used most frequently is the dust mulch. A dust mulch is made by using a hook, rake, or hoe and frequently stirring the soil breaking it up into fine particles that dry quickly. This dust creates a dead air space between the moisture line and the sun and wind.

The thickness of this mulch, or dead air space, may be anywhere from a quarter of an inch to two or four inches deep. It is quite generally conceded that one and one-half inches of a good dust mulch is very ample for the hottest and driest weather.

### Aeration

Aeration of the soil is controlled to a great extent by the moisture the soil contains. Air in the soil is just as important as water. Proper distribution of these two agencies in the soil would probably solve ninety percent of the problems relative to the development of plant life. Where proper drainage is supplied, soil



*The bird house, bird bath, ornamental arch, and fence, pool and seats, with large grass courts in the perennial garden proper studded with evergreen among the perennials, with a facing of evergreens at the entrance, make this plan most unique and attractive. More than 1200 perennials, 100 roses, and over 50 evergreens were used in this garden, with 700 privet hedge as a border. This was completely laid out, designed and planted by Franken Brothers, Inc.*

---

breathing, or aeration of the soil, is most efficient.

Water-logged soil, or soil submerged, excluding all air, is practically worthless for most plant growth. Only a few water plants will survive under such conditions.

In tight, or fine clay soils, where there is scarcely room between the particles of soil for either air or water, aeration is one of our great-

est problems. For normal results in plant growth, soils should be loosened by adding any kind of litter to a depth of a foot or more.

Nitrogen is one of the elements that all micro-organisms need for their existence. When air, which is largely Nitrogen, is excluded from the soil these organisms, which are of importance because of the part they play in



*Every landscape has to be built according to its own particular requirements and peculiarities. In the case illustrated, the lattice fence with a concrete ribbon drive, and a 100 per cent evergreen planting, with a perfectly graded lawn, has put this little house into one of the most attractive of the North Shore. This home is on Sheridan Road, Winnetka.*

liberating plant food, cannot normally exist.

#### Heat

Heat is important to plant life because heat hastens most chemicals and bacterial actions. Plant foods are only available for plant use after they have first been acted upon by various micro-organisms. The incubation of these organisms is governed somewhat by the amount of heat in the soil. They propagate and thrive best when the soil is at a temperature of ninety to one hundred and three degrees. Except in the months of July and August the soil in this section seldom becomes as warm as this.

Therefore, anything done to retard evaporation assists in retaining heat or adding heat to the soil. In the Spring of the year, the major problem is warming up the soil. A loose soil that allows the water to pass off quickly is always first to warm up. Seeds germinate best at a temperature of sixty to eighty degrees. As it takes several warm rains in the

Spring, to bring the temperature of the soil to a point where plant growth starts, it is folly to expect early results even though you have plenty of sunshine.

#### Irrigation

Irrigation is water artificially applied with a hose or some other sprinkling system. In all irrigation it is well to keep in mind that all water absorbed by the soil, that is, water that does not drain off through undercurrent or artificial drainage, returns to the surface by means of capillary action. Water will rise several feet to the surface of the soil. It is well to bear in mind that, if the soil is properly protected, so that the sun and winds do not directly evaporate too much moisture from the soil, capillary attraction will usually furnish an ample supply of moisture for any plant growth. Many plants such as evergreens and Rhododendrons, use very little moisture. However, because their root system is very limited, they require an abundance of moisture present in the soil all the time. This does not mean that an

## *Landscape Talks For Garden Clubs*

It has been our custom to furnish a speaker for garden clubs when requested. A direct contact of this kind will, of course, be productive of more information than it is possible to give in a catalog such as this.

Talks are made by our president, Mr. M. A. Pottenger, who has been talking before garden clubs for twenty-six years. Mr. Pottenger's first talk, at the age of eighteen, was before the Kankakee Valley Horticultural Society. He later became president of this organization and under his guidance its membership increased to more than 200.

Before serving with the United States Army in France, Mr. Pottenger gave garden talks for the Government in connection with the war garden movement.

During the past few years, Mr. Pottenger has talked before the garden clubs of Naperville, Riverside, Wheaton, Glen Ellyn, Park Ridge, Crystal Lake, Evanston, Wilmette Kenilworth Ravinia, Deerfield, and Libertyville, also the Men's Garden Club of Chicago.

Mr. Pottenger's talks follow:

- “Lawns, Their Construction and Care.”
- “Evergreens, Design and Culture.”
- “Bulbs and Their Culture.”
- “Rock Gardens and Franken’s Style of Landscape Design.”
- “Soils and Plant Foods.”

Clubs desiring Mr. Pottenger's service as a speaker, (for which no charge is made unless the club is located outside of the Chicago area where a charge will be made for traveling expenses only), may write direct to Franken Bros., Inc., Deerfield, Ill. Sufficient time should be allowed between the invitation and speaking date to permit an acceptance.

Garden clubs are also cordially invited to visit the Franken Gardens at Deerfield. If a definite date for such a visit is arranged competent guides will be furnished and special studies made of the plants in which the members are most interested.

## Terms and Conditions

The Prices in this circular are for bulbs and plants properly packed and delivered to the express or freight office in Deerfield free of all charges. Express or freight charges for transportation from Deerfield must, however, be paid by the purchaser.

We guarantee our bulbs and plants to be true to name, healthy and in sound condition and strictly first class. We will not, however, be responsible for the failure of any to grow or thrive, as such failure may result from causes wholly beyond our control, such as improper treatment, unfavorable weather, soil or climate. Should any difficulty arise through any fault or mistake of our own, we will gladly rectify it. If the purchaser does not accept the goods on these terms, they are at once to be returned, and any money that has been paid for same will be refunded.

Owing to hazards over which we have no control, we do not guarantee our stock, but will replace stock planted by our Service Department, which proves unsatisfactory within two years, provided one-half of "each" list price accompanies the order for replacement.

**Prices subject to change without notice.**

Our Service Department is organized for those customers needing general landscape service, where grading, preparation of the beds, laying out walks and drives, building of pools, rock gardens, rustic work, seeding of lawns, are required. Estimates cheerfully rendered.

On orders amounting to \$20.00 or more our Service Department will deliver within a radius of 20 miles and plant any stock listed in this catalog at an additional charge of 25%.

Preparation of beds, fertilizer and black dirt, extra.

Our charges for this special work is based on labor. \$.85 per hour.

Black dirt, \$2.50 per yard.

## Service Contract

For Mr. ..... Address .....

Number	Amount										
..... Shrubs - - -	\$.....	.....	Tuffa Rock - - -	.....	.....	.....	.....	.....	.....	.....	.....
..... Evergreens - - -	.....	.....	Stepping Stone - - -	.....	.....	.....	.....	.....	.....	.....	.....
..... Perennials - - -	.....	.....	Lawn Seed - - -	.....	.....	.....	.....	.....	.....	.....	.....
..... Bulbs - - -	.....	.....	Bent Stolens - - -	.....	.....	.....	.....	.....	.....	.....	.....
..... - - - - -	.....	.....	Black Dirt - - -	.....	.....	.....	.....	.....	.....	.....	.....
..... - - - - -	.....	.....	Labor - - -	.....	.....	.....	.....	.....	.....	.....	.....
..... - - - - -	.....	.....	Estimate - - -	.....	.....	.....	.....	.....	.....	.....	.....
..... - - - - -	.....	.....	Planting \$ Del. 25%	.....	.....	.....	.....	.....	.....	.....	.....
..... TOTAL - - -	.....	.....	TOTAL - - -	.....	.....	.....	.....	.....	.....	.....	.....

Order received, date .....

Signed ..... By .....

*Franken Bros. Phone Deerfield 241*

# PLAN A DAY AT FRANKEN'S AND LEARN TO KNOW TULIPS



BREEDER TULIPS

COTTAGE TULIPS

# Peony Special

## VARIETIES

Albert Crousse  
Mme. Goëssler  
Mme. Calot  
Augustin D'Hour  
Festiva Maxima  
Queen Victoria  
Pres. Garfield

Dr. Brettonneau  
Eugenie Verdier  
Rubra Triumphans  
Mme. D'Aremberg  
Queen Victoria  
Pres. Garfield

## PRICES

12 Plants — 1 each, 3-5 eye divisions, \$4.75.

**Phone: Deerfield 241**



**DIANTHUS. SWEET WILLIAMS** (Perennial)—  
Colors range from purest white to darkest red with an  
infinite number of combinations of colors. Grow  
from 1 to 2½ feet tall and bloom all summer.

**LARKSPUR** (Perennial)—One of the most attractive  
garden flowers. Having beautiful shades of blue and  
growing on tall stems. Blooms from June to July.

**HARDY PINK** (Perennial)—Very desirable, sweet-  
scented, low-growing, early-blooming and free-flowering.  
Many beautiful combinations of colors. Blooms in  
May.



**GAILLARDIA** (Perennial)—These deserve a place  
in all gardens. They are showy, bloom under adverse  
conditions and are easy of culture. Grow 2 feet tall.  
Bloom during the summer.



# Phlox Special

## VARIETIES

R. P. Struthers    Rheinlander  
Mrs. Jenkins    Rosenberg  
Widar            Wanadis  
Riverton Jewel    Henry Murger  
Antonin Mereie    Miss Lingard

## PRICES

20 Plants — 2 each above ten varieties,  
only \$3.75.

See our fields of Iris, Phlox and  
Peonies when in bloom. Over 100  
varieties of Peonies to select from.

## List of 80 Plants

- |                   |               |
|-------------------|---------------|
| 10 Hardy Pinks    | 10 Aquilegia  |
| 10 Sweet Williams | 10 Gaillardia |
| 10 Pyrethrum      | 10 Delphinium |
| 10 Shasta Daisy   | 10 Coreopsis  |

## 80 HARDY PERENNIAL PLANTS FOR \$10.00

**T**HIS Old-Fashioned Garden Selection consists of only the cream of the Perennial List and will give your garden a continuous session of bloom from May until freezing. The fact that Old-Fashioned Gardens have become so very popular and because many home grounds have been developed without the use of Perennials which gives the finished touch and completes your landscape has caused us to put out an Old-Fashioned Hardy Perennial Garden Special.

**Phone**  
**Deerfield**  
**241**

# Franken Bros., Inc., Deerfield, Illinois

Phone Deerfield 241



## Catalog of

EVERGREENS  
SHRUBS  
ROSES  
VINES

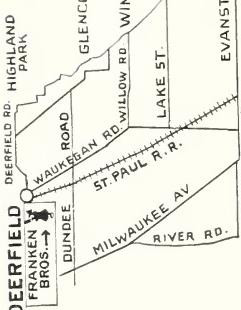
## SPRING BULBS

TULIPS  
PEONIES  
IRIS  
PHLOX

and  
HARDY PERENNIALS



Specialists in Fine  
HOLLAND BULBS



## Directions to Nursery

Follow street on the west side of  
C., M. & St. Paul R. R., south,  
to end of street. Elm St.



MEMBER OF

*Illinois State Nurserymen's Association*

**F**RANKEN BROS. maintain a trial grounds for the benefit of their customers who wish to know and learn Tulips. Plan a day at Franken's during the blooming period this spring—you can then make selections and reservations for Direct Importation this coming fall. We have for years been closely associated with two of the best houses in Holland who pack your orders individually, especially for you, shipping to us in solid carload consignments, thus keeping the cost of importation to the minimum, in this way giving you the advantage of lower importation costs and enabling us to supply FRANKEN'S SUPERIOR QUALITY BULBS at truly reasonable prices.

More than a thousand people took advantage of this service last year and these people know exactly the color combinations, heights, how and where to plant these fine Tulips at the time of ordering.

We want everyone receiving this folder to take advantage of this service this season.

Plan a day at Franken's.



A BORDER OF HARDY BULBS